TOURISM YUKON

report card

2005-2006 Tourism Marketing Plan

YUKON

LARGER THAN LIFE

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INTRODUCTION

The 2005-2006 Tourism Marketing Report Card is a comprehensive review of the performance of Tourism Yukon's marketing campaigns and initiatives in 2005-2006. This objective of the Report Card is to provide a transparent review and recap of the marketing activities undertaken by Tourism Yukon, how they were measured and how they performed. This report is a valuable tool for the Department, our industry partners and other stakeholders in Yukon's tourism industry.

The 2005-2006 Tourism Marketing Report Card was developed with industry involvement. The Senior Marketing Committee (SMC), appointed by the Tourism Industry Association of the Yukon (TIAY), was fully engaged in reviewing the goals, objectives, strategies and activities of the Department of Tourism and Culture, Tourism Branch (Tourism Yukon) throughout the year.

Tourism Yukon remains committed to ensuring that Yukon tourism marketing is industry-led, market-driven, and research-based. The SMC will continue to play a key role in Yukon tourism marketing through participation in the development and evaluation of Tourism Yukon's marketing programs. More importantly, the SMC maintains meaningful regular contact with Yukon's tourism industry and communicates industry priorities to Tourism Yukon.

Adventure Program

Goals:

- position the Yukon as the premier wilderness destination in North America
- develop strategies designed to feature and enhance small business opportunities for adventure operators and suppliers
- strengthen the integration of the Yukon Wild marketing program in the Yukon Tourism Marketing Implementation Plan
- leverage the Top 5 web initiative to build awareness of the Yukon as a top adventure destination and create a wide array of partnership opportunities

The Adventure Program is a primary pillar of the Tourism Yukon marketing effort. The adventure-seeking visitor stays longer and spends more than other visitors. Yukon will place a high priority on marketing to the high-yield adventure market.

North American Campaigns

1. Gateway Cities
2. Yukon Wild
3. Yukon Quest
4. Specialty Niche

Overseas Campaigns

1. Japanese Aurora
2. European Adventure
3. Asia-Pacific Adventure
4. Yukon Wild

Adventure Program

North America

GATEWAY CITIES CAMPAIGN

Goal: Increase awareness and visitation from the Gateway Cities of Vancouver, Edmonton and Calgary

Objectives:

1. partner with air carriers and other partners to deliver one "Affordable Yukon" promotion in each Gateway City
2. develop and deliver two partnership programs that generate consumer awareness in each Gateway City
3. develop and deliver a travel agent incentive program in partnership with air carriers and other partners
4. host one major public relations event in Alberta and one in British Columbia

Performance Report

Objectives 1 & 2:

- The Department developed an "affordable Yukon" promotion entitled WIN Yukon targeting the Gateway Cities of Vancouver, Edmonton and Calgary. This campaign included both a consumer awareness/public relations component and a lead generation component. Partners in the program included Air North, Columbia Sportswear, Sorel and Giant Bicycles.
- The target for the campaign was to generate 1715 leads.

Vancouver

- In partnership with Rock 101FM, the WIN Yukon campaign generated 2314 leads.
- In partnership with Country 105FM, the WIN Yukon campaign generated 2510 leads.
- The Department also partnered with Greg and Denise Hale in the Sea2Summit Adventure Race which generated 721 leads.

Edmonton

- In partnership with KROCK, the WIN Yukon campaign generated 783 leads.

Calgary

- In partnership with Country 105FM, the WIN Yukon campaign generated 2510 leads.

The WIN Yukon campaign in all three cities generated 6328 leads, surpassing our target by 369 per cent.

Objective 3:

- An awareness initiative that involved an incentive contest was developed and delivered as the 20/20 Yukon Campaign in partnership with the Alberta Motor Association (AMA) and the B.C. Automobile Association (BCAA). Of the 265 travel agents contacted in B.C. and Alberta, 40 agents entered the contest.
- Travel agent training seminars were conducted in B.C.
- A travel agent familiarization tour was delivered in partnership with Air North.

Objective 4:

- No major PR events were hosted due to lack of budget.

YUKON WILD CAMPAIGN

(Developed by Wilderness Tourism Association of the Yukon)

Goal: increase adventure product sales by Yukon operators

Objectives:

1. increase the number of qualified visits to www.yukonwild.com and clickthroughs to Yukon Wild operator websites
2. attract a minimum of five targeted journalists from North America
3. expand the reach of www.yukonwild.com by developing at least two partnerships to promote Yukon adventure product

Performance Report

Objective 1:

- A total of 44,771 unique visits to www.yukonwild.com were generated from April 1 through to September 30, 2006. This is an increase of 180 per cent over the same period last year. New for 2005, operator conversion started tracking in June and has averaged a 30% conversion of overall Yukon Wild site traffic through to operator sites.

Objective 2:

- WTAY planned to host three North America based media in 2005-2006. Unfortunately, due to editorial policy changes, the National Geographic Traveller, which had booked Alison Wright and Lisa Gosselin, cancelled two weeks prior to their arrival.
- Neil Cole of the Boston Herald did visit the Yukon.

Objective 3:

- WTAY continues to be a major partner of the Three Rivers Journey Exhibition and Tour. Yukon Wild is featured on all Three Rivers advertising and promotional materials. WTAY participated in the Victoria tour launch and the World Wilderness Tourism Congress in Alaska.
- WTAY partnered with the Yukon Quest to attract winter media features and has developed preliminary promotional materials with Air North, Yukon's Airline.
- Partnership leads have not been trackable to date. This is currently under review.

YUKON QUEST CAMPAIGN

(Developed by the Yukon Quest)

Goal: Successfully market the annual sled dog race as an icon event to a global audience

Objectives:

1. increase the number of participants in the 2006 Yukon Quest
2. generate at least $50,000 in equivalent advertising value through an international media relations program
3. increase the sponsorship by 20 per cent
4. increase the total prize purse by at least 30 per cent by 2007

Performance Report

Objective 1:

- The number of entrants in the 2006 Yukon Quest International Sled Dog Race increased from 24 entrants in 2005 to 31 registrants in 2006; however, only 22 entrants started the 2006 race.

Objective 2:

- Tourism Yukon's enRoute promotion generated an equivalent advertising value of $66,000 for the Yukon Quest.
- For a variety of reasons we were unable to attract key journalists to cover the Yukon Quest this year.

Objective 3:

- The level of sponsorship generated by Yukon Quest International Association (Canada) increased 40 per cent from $105,992 in 2004-05 to $147,682 in 2005-06. Cash sponsorships increased by $27,490 and in-kind sponsorship benefits increased by $14,200.

Objective 4:

- The level of the 2006 Yukon Quest purse remained at $125,000 U.S.

SPECIALTY NICHE CAMPAIGN

Goal: Enhance business opportunities and sales of specialty niche products

Objectives:

1. develop one new partnership marketing initiative, promoting packages for each of Aboriginal Tourism, Learning Vacations, Dogsledding and Snowmobiling
2. attract at least two journalists to profile niche tourism products

Performance Report

Objective 1:

- While Government does not develop niche packages, it does provide industry with relevant information through research and presentations – bringing niche opportunities and information to industry so it can look at branching out into specific specialized areas. Niche development is supported through the Product Development Partnership Program. In 2005-2006, the Department partnered with the following entities on research into new markets, capacity and awareness building, and product and marketing enhancement:
  - Tourism Industry Association of the Yukon — Nature and Wellness symposium
  - Yukon Convention Bureau — Red Carpet and Proposal Writing
  - Gay and Lesbian Association — feasibility study for gay and lesbian tourism in Yukon
  - Yukon Historical and Museum Association — product and marketing enhancement for venues
- New products being offered:
  - Yukon Pride Adventure Tours for the gay and lesbian community; a dedicated G&L receptive operator will sell Yukon tourism products to this market beginning summer 2006
  - Spa and Wellness (Nature and Wellness — Yukon version)
  - MC&IT — (site inspections and proposal writing)
  - Learning Travel (Yukon Family Literacy Road Kit)
  - Heritage/Museum sites (marketing sites outside normal operations — meetings, receptions, special programming, etc)

Objective 2:

- The Department partnered with the Ride Yukon event to promote a Motorcycle Friendly campaign focused on motorcycle touring in the Yukon. Media covering the event included *Wings Over Canada*: "Discovering Great Towns," *Canadian Biker* magazine and *Northern Rider* magazine, generating the equivalent of $562,500 in media coverage.

Adventure Program

Overseas

JAPANESE AURORA CAMPAIGN

Goal: Increase trade awareness, public awareness and visitation to Yukon as a top aurora-viewing destination in the cities of Tokyo, Osaka and Nagoya

Objectives:

1. position Yukon as a top travel destination from which to experience and view the aurora by increasing the coverage of product carried by four preferred tour operators to a minimum of two pages each in their catalogues/brochures and achieve a combined sale total out of Japan of 750 aurora packages
2. increase travel agent knowledge of Yukon and aurora tours by developing a monitor familiarization tour program with a preferred tour operator to engage the participation of 80 travel agents
3. increase public awareness of Yukon aurora by hosting three media outlets on aurora familiarization tours; target a total minimum equivalent advertising value of $75,000

Performance Report

Objective 1:

- In Tokyo, the Department worked with nine tour operators to offer Yukon aurora product, up from seven the previous year. In Osaka, the number of tour operators carrying Yukon product dropped from six to five. In Nagoya, the number of tour operators carrying Yukon product increased from four to five.

Objective 2:

- Yukon familiarization trips targeted eight high-end Japanese travel agents focussing on Yukon's fall aurora and fall colour product in partnership with the tour operator Canada Tour Systems (CTS). A series of travel agent seminars were held in Tokyo, Osaka and Nagoya. More than 100 agents participated.

Objective 3:

- Yukon hosted three media familiarization tours:
  - *BE-PAL* magazine: circulation of 230,000. Resulted in a 13-page article on the Yukon with a value of $130,000 Cdn.

- Winter Wonderland Tours "SEKAI URURUN TAIZAIKI", a documentary on the Mainichi Broadcasting System Inc. Average audience rate of 15 per cent or 15 million
- "SEKAI ISAN", airing nationwide through Tokyo Broadcasting System network. Average audience rate of 6-7 per cent or approximately seven million
- In partnership with the CTC, Air Canada and the tour operators JTB and Hankyu, a joint newspaper advertising campaign took place through Asahi newspapers in Tokyo and Osaka promoting the Yukon as an aurora destination

Other

- Anecdotal information on sales of aurora viewing packages in Yukon suggests increased sales over the 2005 season. We currently rely on operators and suppliers to provide detailed proprietary information.
- Kanata marketplace — 50 appointments were held in Tokyo, Nagoya and Osaka.
- CITAP marketplace — follow-up meetings with the following inbound operators in Vancouver: JTB, NEC, NTA, KNT, Maple Fun Tours.

EUROPEAN ADVENTURE CAMPAIGN

Goal:

Increase trade and public awareness of and visitation to Yukon as a top North American adventure destination in Yukon's primary and secondary European markets

Objectives:

1. position the Yukon as one of the top North American adventure destinations for dogsledding, river touring, backcountry trekking, wilderness lodges and fishing by increasing the coverage of products carried by ten preferred tour operators to a minimum of four pages each in their summer and winter brochures, and achieve a combined sales total out of Europe of 1500 adventure packages in the subsequent season
2. develop a program to promote multi-experience adventure packages by matching suppliers with a minimum of four second-tier tour operators to achieve a sales total of 150 packages in the subsequent season
3. increase travel agent knowledge of Yukon adventure products by hosting ten Canada specialists (five each from UK and German-speaking Europe) on two separate tours (one summer/one winter)
4. increase public awareness of Yukon adventure products by hosting four media outlets on adventure media familiarization tours; target a total equivalent advertising coverage value of $175,000

Performance Report

Objectives 1 & 2:

- Germany — the Department entered into seven cooperative marketing agreements with tour operators in Germany. These operators indicate that Yukon product sales increased in the double digit percentage.
- The UK — the Department entered into four cooperative marketing agreements with tour operators in the UK. These tour operators report significant increases in sales in 2005.
- New for 2005: Virgin Holidays "Taste of Adventure" brochure featuring Canada.
- Air Canada indicated they experienced double-digit increases in tickets sold in Germany to the Yukon.

Objective 3:

- Wholesaler visits included Travelsphere, Travelpack, Windows on the Wild, 1st Class Holidays, Anglers World Holidays, Cosmos, Titan, The Independent Traveller

- Air Canada Germany advertising campaign with travel trade packages involved four major partners including Yukon Tourism for a combined marketing program of $90,000 Cdn.
  - www.touryukon.de was launched in fall 2005. It will assist in the promotion of Yukon packages to wholesaler web sites.
  - A new German lure brochure was utilized as a support/fulfillment piece to the travel trade.

Objective 4:

- UK journalist Ingrid Tarrant wrote an article in the *Sunday Mail Weekend* magazine, circulation 3.9 million, readership of eight million.
- *Cosmos* UK and BBC's "Holiday 2005/06" TV program aired from October 2005 until early 2006. Regular audience up to seven million viewers each week and a growing international audience on the BBC's world-wide satellite service.
- Martin Michel Maeder, TCS Newspaper supported by Sky Tours Switzerland: double page spread to coincide with the start of the booking season.
- Ole Helmhausen, independent travel writer, generated articles in four German-based magazine and dailies.
- The Fulda Challenge event held annually in early February. European and Canadian media outlets including television and radio broadcast media, national newspapers and global magazines reached 40 million people around the world with an advertising value equivalent of over $18 million.

Other:

- Visitation from European destinations has increased by 7 per cent, from 19,396 in 2004 to 20,831 in 2005.
- Air Access in 2005 saw Air Canada Germany experience double-digit increases in tickets sold to the Yukon. Condor statistics point to a 6 per cent increase in Yukon-bound passengers.
- Tourism Yukon's investment of $150,000 annually to the Fulda Challenge goes toward cooperative marketing initiatives and to support media attendance. Direct out-of-pocket expenditures for the event are estimated to be more than $1 million Cdn annually in Yukon.
- Award: Yukon Tourism was presented with one of seven prestigious World Travel Market Global Awards at World Travel Market's Opening Ceremony by international theatre producer Kevin Wallace. Nominees targeted companies who have made a remarkable contribution to their region's travel and tourism industry. The Yukon was selected based on the fact that Yukon's image and activities are disproportionate to its size and budget. With one of Canada's smallest populations, Yukon has one of the biggest images when it comes to Canadian tourism.

ASIA-PACIFIC ADVENTURE CAMPAIGN

Goal:

Increase trade and public awareness of and visitation to Yukon as a top North American adventure destination in Australia and Japan.

Objectives:

1. position Yukon as a top North America dogsledding, river touring, backcountry trekking adventure destination in Australia by increasing the coverage of products carried by three preferred tour operators to a minimum of two pages each in their summer and winter brochures and achieve a combined sales total out of Australia of 50 adventure packages in the subsequent season.
2. position Yukon as a top North America river touring and backcountry trekking adventure destination in Japan by increasing the coverage of products carried by two preferred tour operators to a minimum of one page in their summer brochures and achieve a combined sales total out of Japan of 25 adventure packages in the subsequent season.
3. increase travel agents' knowledge of Yukon adventure products by hosting eight Canada specialists (four each from Australia and Japan) on two separate tours (one summer/one winter).
4. increase public awareness of Yukon adventure products by hosting two media outlets from Australia and one from Japan on adventure media familiarization tours; target a total minimum equivalent advertising coverage value of $150,000 Cdn.

Performance Report

Objectives 1 & 2:

- Ten key Australia tour operators carry Yukon product that highlight escorted tours, self-drives and soft adventure including hiking, river trips, wilderness lodges, combined-adventure weeks and multi-day dogsled adventures.
- Adventure World featured and promoted the Yukon Highlights tour in various catalogues and web sites to reach a total of 230,000 qualified people.

Objective 3:

- The Department, along with the CTC, co-sponsored a familiarization tour of nine Canada Specialist Agents from Australia.

Objective 4:

- "Destinations" produced two half hour segments which aired on WIN/NBN & Impaja, with a potential reach of 6.9 million viewers.

Other

- Border crossing statistics indicate a 39% increase in visitation from Australia and a 43% increase from New Zealand over 2004 numbers.

YUKON WILD CAMPAIGN

(Developed by Wilderness Tourism Association of Yukon)

Goal: Increase adventure product sales by Yukon operators in German-speaking Europe

Objectives:

1. test the value of www.yukonwild.de presence in Europe
2. work with Yukon operators to host two journalists from key European travel publications

Performance Report

Objective 1:

- The www.yukonwild.de web optimization program is on hold until the yukonwild.com web optimization and reporting programs are fully operational.

Objective 2:

- WTAY hosted three media sent by one feature European publication. The Geo Saison media host resulted in a 13-page winter travel feature with an equivalent advertising value of $222,189 Cdn.

  GeoSaison: Ole Helmunson, Jurgen Frank, Karl Teuschl

Touring

The Touring program targets long-haul rubber-tire, fly-drive and group tour travellers

Goals:

- position the Yukon as the top touring destination in North America
- develop, enhance and promote the Yukon Scenic Drives initiative
- enhance public relations efforts to increase awareness of the Yukon as a touring destination
- enhance our web site and web-based tools to increase unique visits and linkages to Yukon tourism operators
- support industry to develop new and enhance existing touring product

North American Campaigns

1. Yukon Scenic Drives
2. Joint Yukon/Alaska
3. Tourism North
4. Package Tours

Overseas Campaigns

1. Package Tours

TOURING – NORTH AMERICA

Yukon Scenic Drives Campaign

Goal: Increase visitation to Yukon by long-haul and fly-drive travellers from Canada and the United States

Objectives:

1. continue to develop a series of seven Yukon Scenic Drives in order to generate 1000 new rubber-tire visitor parties (2000-2500 visitors)
2. extend length of stay of converted respondents to the program by at least a half day compared to 2004 conversion data
3. enhance the Alaska Highway on-line presence and leverage this investment by developing a comprehensive on-line planning tool featuring the Klondike-Kluane Scenic Drive
4. drive 20 per cent of all unique visitors to www.touryukon.com to the www.driveyukon.com web site

Performance Report

Objective 1:

- The department developed a Scenic Drive Marketing Campaign that launched the Alaska Highway and Klondike/Kluane Loop. The campaign included three direct mail pieces and three electronic direct mail pieces. Targets for the campaign were 5% response rate to 50,000 direct mail pieces and 3% response rate to the 40,000 online mail drop. The conversion target was 1000 new visitor parties (2000-2500 visitors). The Scenic Drives direct mail achieved 10,100 responses or 20.2% response rate for print and 2046 inquiries or 5.12% response rate for the electronic direct mail, exceeding both targets. The conversion was 2701 new visitor parties (5000-5402 visitors).

Objective 2:

- No research was conducted in 2005 to evaluate visitor length of stay.

Objective 3:

- To add traffic beyond the traditional media and advertising efforts, the Drive Yukon and Top 5 RV Drives web sites were developed. They targeted the RV market, providing a full review of things to do and see while traveling Yukon highways. A total of 24 different communities are highlighted on the Alaska Highway and Klondike-Kluane scenic drives. In each of these communities, stakeholders and organizations were interviewed, including 11 First Nations. For the Top 5 RV program, Tourism teamed up with the tourism jurisdiction where each drive was located, ensuring the content and

imagery for each drive was complete. A web-based contest was held in partnership with Woody's RV World.

Objective 4:

- We were unable to track the number of referrals from the touryukon.com web site to the driveyukon.com web site. However, the driveyukon.com web site recorded 29,434 visitors or 16.1 per cent of visitors to touryukon.com.

Other

- Presence of the scenic drives was increased from four pages in the 2005 Vacation Planner to eight pages in the 2006 Vacation Planner.

TOURING – NORTH AMERICA

Joint Yukon-Alaska Campaign

Goal: Increase long-haul rubber-tire visitation to Yukon and Alaska from Canada and the United States

Note: The Joint Yukon-Alaska Campaign is in-market from February – April each year so the 2005-2006 figures are not available until June 2006. The following objectives and results are based on the 2004-2005 campaign.

2004/05 Objectives:

1. generate 8000 leads from the U.S. advertising program delivered by Alaska Travel Industry Association
2. generate 8000 leads from the Canadian advertising program delivered by Tourism Yukon
3. achieve a 12% conversion rate on leads generated by the advertising programs
4. send up to 80,000 qualified Alaska respondents information on the Yukon that achieves an overall conversion rate of 20 per cent

Performance Report

2004-2005 Campaign

Objective 1:

- The U.S. campaign included advertising in key American magazines and an opt-in email with RVIA. The target was 8000. The actual number of inquiries was 10,867.
- The conversion rate for the U.S. campaign delivered by the Alaska Travel Industry Association was 13.5 per cent.

Objective 2:

- The Joint Yukon-Alaska advertising campaign included advertising placed in key Canadian magazines and a web site page promoting a partnership contest with Sony for an RV entertainment unit. Leads were generated through Business Reply Card, phone inquiries and web registrations.
- The target for the qualified leads under the Canadian Advertising Program was 8000. The actual number of inquiries was 9972, surpassing the target by 22.4 per cent.

Objective 3:

- The conversion rate target was 12 per cent and the actual rate achieved was 13.3 per cent.

Touring

Objective 4:

- The Department sent out information to 81,815 qualified Alaskan respondents and achieved an overall conversion of 13.5 per cent.

TOURING – NORTH AMERICA

Tourism North Campaign

Goal:

Maximize tourism revenues in each of the Tourism North partner jurisdictions (Alaska, Alberta, British Columbia and Yukon) by generating new highly qualified, long-haul rubber-tire leads

Objectives:

1. generate 60,000 new qualified leads that convert at 15 per cent
2. generate trade awareness of the Drive North experience through a strategic public relations event and by partnering with key trade suppliers
3. deliver a media relations program that hosts at least two journalists for Tourism North and partner with each jurisdiction on at least one joint media trip
4. generate media coverage at a 10:1 equivalent advertising value
5. reintegrate British Columbia in the Tourism North Program in 2005/2006

Performance Report

Objective 1:

- Tourism North conducted both a direct mail and opt-in email campaign
- The Tourism North campaign generated 85,117 qualified leads at a conversion of 4.8 per cent for an equivalent of $16,905,000 in visitor spend. The average spending for a Tourism North visiting party was $4137

Objective 2:

- PR representatives from each jurisdiction met in December 2005 to discuss possible synergies between programs and to explore opportunities to leverage Tourism North budget
- Delivery of media tools, B-Roll and PDF press kit
  - B-Roll delivered to Tourism Yukon
  - Press kit updated to reflect British Columbia participation in the program

Objective 3:

- Tourism North hosted nine journalists on media trips and partnered in Alaska Media Road Show, where they met with 25 travel writers and editors

Objective 4:

- Equivalent advertising value of media coverage generated was $470,000, a ratio of 39:1

- Participants included: *USA Today, Evansville Courier & Press, The Times (Northwest Indiana), Hartford Courant, Sacramento Bee, The News Tribune Tacoma WA, The Press Enterprise (Southern CA), Salt Lake Tribune, Arizona Daily Star.*

Objective 5

- British Columbia signed on as a full partner in the program.

TOURING – NORTH AMERICA

Package Tours Campaign

Goal: Increase interest and travel to Yukon by the North American package tour market

Objectives:

1. position Yukon as a Top 5 North America fly-drive destination by increasing the number of packaged products carried by four preferred tour operators in Canada, and six preferred tour operators in the US
2. increase travel agents' knowledge of Yukon adventure products by hosting an executive familiarization tour in the summer of 2005
3. expand the Yukon Specialist Program being developed through the Gateways campaign to at least one Canadian and one US tour operator by 2006
4. develop a trade-friendly web site and launch in 2005

Performance Report

Objective 1:

- Increased Yukon package product carried by two preferred tour operators in Canada and three preferred tour operators in the U.S.

Objective 2:

- The executive familiarization tour was postponed due to feedback from the invited participants who suggested that a different format would be more appealing. A new familiarization tour format and timing will be developed in 2006.

Objective 3:

- Although a specific Yukon Specialist Program was not developed, the Department did offer and deliver specialty training to 40 agents from Alberta and B.C. Automobile Associations in February 2006.

Objective 4:

- www.bookyukon.com was launched in October 2005. The promotion included an incentive contest targetting travel agents. A total of 40 out of 265 agents signed up during the promotion. The web site will be enhanced in 2006 to be the trade destination website.

Highlights

Gina Iuliano, manager of Membership Travel Services at BCAA, said the packages have been well received. "Each is unique, and they show there's so much you can do without leaving Canada," Iuliano said.

Judy Windsor, manager, Education Development Travel at AMA, said: "The agents I have spoken to are excited about the Yukon. There's definitely a market for destinations that are a little bit different from the usual Las Vegas and Mexico."

TOURING – OVERSEAS

Package Tours Campaign

Goal: Increase interest and travel to Yukon by the overseas package tour market

Objectives:

1. position Yukon as a Top 5 North America fly-drive destination by:
   - developing cooperative marketing partnerships with six preferred tour operators in German-speaking Europe to a minimum of four pages in their summer brochures, and achieving a combined sales total out of German-speaking Europe of 3500 touring packages in the subsequent season
   - developing cooperative marketing partnerships with four preferred tour operators in UK to a minimum of two pages in their summer brochures, and achieving a combined sales total out of UK of 1000 packages
   - developing cooperative marketing partnerships with four preferred tour operators in Australia to a minimum of two pages in their summer brochures, and achieving a combined sales total out of Australia of 250 packages
   - developing cooperative marketing partnerships with two preferred tour operators in Japan to a minimum of one page in their summer brochures, and achieving a combined sales total out of Japan of 100 packages
2. increase travel agents' knowledge of Yukon adventure products by hosting 18 travel agent Canada specialists (five each from Germany and UK and four each from Australia and Japan) on three separate tours (two summer/one fall)
3. develop a program to promote longer itinerary packages by matching suppliers with second-tier tour operators to achieve a sales total of 150 packages in the subsequent season
4. increase public awareness of Yukon touring products by hosting ten media outlets, four from German-speaking Europe, three from UK, two from Australia and one from Japan on media familiarization tours; target a total minimum advertising equivalent coverage value of $500,000

Performance Report

Objectives 1 & 3:

- Position Yukon as Top 5 North American fly-drive destination by developing cooperative marketing partnerships:
  - Germany — Target: 6 Actual: 9

    German-speaking Europe: Canusa, DERTOUR, North America Travelhouse CRD, SK Touristik, TUI Airtours, FTI, TC Touristik, Meier's Weltreisen, Skytours (Switzerland) and we partnered with Skytours/Hotelplan on Canada Road Show in Switzerland

- UK — Target: 4 Actual 4

  Go Fishing and Windows on the Wild, Anglers World Holidays, and The Independent Traveller

- Australia — Target: 4 Actual: 3

  Adventure World, Natural Focus Safaris, and Scenic Tours (for "Destinations" program television crew)

- Japan Target — 2 Actual: 4

  JTB Media (cooperative advertising), Hankyu Express (cooperative advertising), Canada Tour System (for Seminars, *BE PAL* Magazine and Travel Agent Product Development Familiarization Tour), and Wonderland Tours (for "SEKAI URURUN TAIZAIKI" Japanese TV Filming)

Objective 2:

- The Department, along with the CTC, co-sponsored a familiarization tour of nine Canada Specialist Agents from Australia.
- Yukon familiarization trips targeted 8 high-end Japanese travel agents.
- In partnership with the Department, Canada Tour System (CTS) undertook a series of agent seminars targeting more than 100 agents in Japan.

Objective 4: *Japan and Asia-Pacific*

- *BE-PAL* magazine, circulation of 230,000, resulted in a 13-page article on the Yukon with a value of $130,000 Cdn.
- Winter Wonderland Tours "SEKAI URURUN TAIZAIKI", a documentary on the Mainichi Broadcasting System Inc. Average audience rate of 15 per cent or 15 million.
- "SEKAI ISAN", airing nationwide through Tokyo Broadcasting System network. Average audience rate of 6-7 per cent or approximately 7 million.
- In partnership with the CTC, Air Canada and the tour operators JTB and Hankyu, a joint newspaper advertising campaign took place through Asahi newspapers in Tokyo and Osaka promoting the Yukon as an aurora destination.
- "Destinations" produced two half hour segments which aired on WIN/NBN & Impaja with a potential reach of 6.9 million viewers.

German-speaking Europe and UK

- UK journalist Ingrid Tarrant article in the Sunday Mail Weekend Magazine, circulation 3.9 million, readership of 8 million.
- *Cosmos* UK and BBC's "Holiday 2005/06" TV program aired from October until early 2006. Regular audience up to 7 million viewers each week and a growing international audience on the BBC's world-wide satellite service.
- Martin Michel Maeder, TCS Newspaper supported by Sky Tours Switzerland: double page spread to coincide with the start of the booking season.

Touring

- Ole Helmhausen, independent travel writer, Yukon media FAM tour generated articles in four German-based magazine and dailies.
- Fulda Challenge — the event held annually in early February. European and Canadian media outlets including television and radio broadcast media, national newspapers and global magazines reached 40 million people around the world with an advertising value equivalent of over $18 million.
- In 2005, Air Canada Germany launched a three-month advertising campaign with travel trade packages which was supported by Yukon Tourism and 3 other major partners for a combined marketing program of $90,000 Cdn.
- Yukon's key German-speaking wholesalers indicate that, for the most part, sales have increased in the double-digit percentage.

Other

- RV suppliers in Yukon indicate sales are up 30 per cent over 2004.
- European visitation increased 7 per cent to 20,815 in 2005.
- UK visitation has increased 40 per cent over 2004 to 5454 in 2005.

Meetings, Conventions and Incentive Travel (MC&IT)

The Meetings, Conventions and Incentive Travel (MC&IT) Program generates significant tourism revenue each year. Included under its umbrella is Sport Tourism. This program is an important contributor to the overall growth of tourism in the Yukon, bringing business travellers, sports participants and events to the Yukon.

Goal:

Increase awareness and revenues in the Yukon generated through meetings, conventions, incentive travel and sport tourism.

MC&IT Program: North America Campaign

1. MC&IT
2. Sport Tourism
3. Sport Tourism — Major Games

Overseas:

1. MC&IT

Meetings, Conventions and Incentive Travel (MC&IT)

MC&IT PROGRAM: NORTH AMERICA

MC&IT Campaign
(Delivered by Yukon Convention Bureau)

Goal: Position the Yukon as a premium meeting and event destination and raise awareness of the economic benefits of holding meetings in the Yukon.

Objectives:

1. generate $4 – 5 million in economic impact annually for Yukon from the MC&IT market
2. generate 30 – 40 quality MC&IT leads annually
3. host at least two planner familiarization tours that attract eight to ten planners per tour
4. convert two to three meetings directly from leads generated through participation in the Yukon Convention Bureau familiarization tour program
5. distribute 2500 Bag It Up Booklets annually
6. present 20 Bravo Awards in 2005/2006

Performance Report

Objective 1:

- Tracking of the number of meetings generated annually, the number of delegates and the overall per person spending — YCB year-on-year comparison:
  - Number of meeting bids: 2004 — 27, 2005 — 31
  - Number of events per year: 2004 — 43, 2005 — 36
  - Number of delegates: 2004 — 6055, 2005 — 5220
  - Economic impact: 2004 — $4.7 million, 2005 — $3.7 million (note: 2004 saw a spike of $1.3 million with the Canada Senior Games so we are actually ahead year on year)

Objective 2:

- YCB is working on a feedback survey, however, this has not yet been implemented. YCB experienced the largest number of partners attending sales missions and tradeshows.

Trade Show Program

- YCB had record attendance and participation with at least two booths at all shows, and in some cases three booths per show.
- 2004 Incentive Works — leads were 82; 2005 leads were 62 — down in number of leads, up in quality of planners.

- 2004 ETS Calgary — seven leads, 2005 — five leads (snow storm in 2004 and 2005)
  - 2005 ETS Dorval (first year YCB in attendance) — 12 leads
  - 2005 ETS Ottawa (first time YCB in attendance) — 40 leads. Timing was close to the YCB sales mission which helped for follow up and the Ottawa client event in November
  - 2004 TEAMS (first year YCB in attendance) — three solid leads, 2005 was seven solid leads — one has come on site visit
  - 2004 CSTA — seven leads (Sport), 2005 — increased requests for additional information primarily from those events associated with CWG — better awareness created in sponsoring NSO's in Yukon April 2005

Sales Missions

- At least four members at both Ottawa and Calgary stand alone sales missions. YCB also added calls with tradeshows where appropriate.
- Ottawa, Calgary, Abbotsford in the 2005-2006 fiscal year, including a client event at each.
- YCB now seeing 2004 sales mission conversion with two groups converting and from 2005 and one new proposal on the table.

Objective 3 & 4:

- YCB hosted a total of three familiarization tours:
  - Summer FAM — 12 planner participants
  - Red Carpet Tour — 30 planner participants
  - Franchise FAM — five franchise participants

Objective 5:

- YCB distributed 3000 Bag It Up Booklets.

Objective 6:

- YCB presented 24 Bravo Awards to local companies.

Meetings, Conventions and Incentive Travel (MC&IT)

MC&IT PROGRAM: NORTH AMERICA

Sport Tourism Campaign
(Delivered by Yukon Convention Bureau)

Goal:

Enhance awareness of Yukon as a sport tourism destination and work with Yukon businesses, community groups and individuals to bid and secure sport events in the Yukon

Objectives:

1. generate eight to ten sport event leads
2. secure two to three sport events

Performance Report

Objective 1:

- Number of sporting bids submitted 2004 TEAMS (first year) — three solid leads for YCB, 2005 was seven solid leads — one has come on site visit
- 2004 CSTA — seven leads (Sport), 2005 — increased requests for additional information primarily from those events associated with CWG — better awareness created in sponsoring NSO's in Yukon April 2005
- YCB together with Softball Yukon has confirmed the 2006 Western Canadian Softball Championships and the 2007 Softball Canada AGM
- YCB also confirmed the 2007 Athletes CAN AGM bringing all the carded national team athletes to Yukon — the last gathering before Canada heads to the 2008 summer Olympics.

Objective 2:

- Success in securing regional or national sport events:
  - 2008 Junior World Weightlifting Championships in conjunction with the Canadian Weightlifting Federation
  - 2007 Canada Winter Games Test Events (support)
  - 2007 and 2008 Softball Yukon: several events pending success in these events is larger than first anticipated. YCB provided National Sport Organizations with the information they need to make informed decisions and provided support to Yukon-based sport organizations in the hosting of events

Other

- YCB has been tracking the feedback from territorial sport organizations and has been working with Yukon sport organizations to assist with Canada Winter Games. In 2006 this will expand to include more education about YCB's role and the possibilities surrounding meetings and sport — i.e. how YCB can assist.
- YCB is working with Economic Development on a Strategic Plan, which includes a Sport Market Feasibility Study, set to be released in March 2006.

Meetings, Conventions and Incentive Travel (MC&IT)

MC&IT PROGRAM: NORTH AMERICA

Sport Tourism—Major Games Campaign
(Delivered by Tourism Yukon)

Goal: Maximize the benefits that the 2007 Canada Winter Games and the 2010 Winter Olympics can provide to Yukon

Objectives:

1. leverage the 2007 Canada Winter Games to raise awareness of sport tourism opportunities in Yukon
2. partner with B.C. to jointly market the 2007 Canada Winter Games and the 2010 Olympics and other sport tourism opportunities

Performance Report

Objective 1:

- Northwest Territories, Nunavut and Yukon have each committed to participate in a multi-million dollar National Marketing Campaign scheduled to be in-market in mid-2006.

Objective 2:

- The 2010 Sport Tourism Strategy for Canada will be delivered through the Tourism Industry Association of Canada/Canadian Sport Tourism Alliance consortium in March 2006.

Other

- Yukon is awaiting the release of the B.C. 2010 Tourism Strategy to proceed on the Tourism, Culture and Sport Accord with British Columbia.

MC&IT PROGRAM: OVERSEAS

Incentive Travel Campaign
(Executed by industry, supported by YCB and Tourism Yukon)

Goal: Position the Yukon as a premium incentive travel destination in European primary markets

Objectives:

1. develop market-specific destination and buyer profiles
2. assist industry in fostering three to four quality incentive leads; assist industry in hosting one qualified incentive planner
3. support industry participation at incentive trade shows

Performance Report

Objective 1:

- In partnership with Tourism Yukon, YCB has mailed approximately 20 packages to Europe in 2005-2006 Fiscal year.

Objective 2:

- Incentive leads generated at European marketplaces are included in the overseas lead database.

Objective 3:

- YCB participated in two European (German) receptions.

In-Destination Marketing and Visitor Services Program

The In-Destination Marketing and Visitor Services Program encourages visitors who are already in the Yukon to stay longer and to do more, ultimately increasing visitor spending. It also builds pride of place in Yukoners and encourages them to explore their Yukon.

Goals:

- increase visitation to all Yukon regions
- increase length of stay in all Yukon regions
- deliver high-quality visitor services through Yukon Visitor Information Centres and other visitor information networks (Northern British Columbia, Alberta and Alaska visitor centres)
- build "pride of place" in all Yukoners
- increase tourism expenditures in all Yukon regions

In-Destination Marketing Initiatives

1. Yield Enhancement Campaigns
2. Visitor Services

YIELD ENHANCEMENT CAMPAIGNS

Goal: Increase visitor length of stay and visitation to all Yukon regions

Objectives:

1. increase the length of stay of all in-destination touring visitors by four hours, resulting in an extra day in Yukon
2. increase the number of entries in the *On Yukon Time* Adventure Contest by 10 per cent
3. partner with three Yukon communities or organizations in the development of initiatives that increase visitation and length of stay and entice visitors to visit their regions
4. develop accurate information on Yukon events and attractions throughout the Yukon and distribute weekly to Yukon businesses and non-governmental organizations (NGOs)

Performance Report

Objective 1:

- Stay Another Day surveys were not conducted in 2005. The Visitor Exit Survey (VES) is the only instrument by which we can determine length of stay. The last VES was conducted in 2004 and showed a marginal increase in length of stay over 1999.

Objective 2:

- The total number of entries in the 2005 Yukon Adventure Contest was 3300 compared to 1851 in 2004: an increase of 78 per cent.

Objective 3:

- The Department partnered with the following entities to increase visitation and length of stay within Yukon:
  - Silver Trail Tourism Association: assisted with the visitor centre and printed brochure of the area
  - Miles Canyon Historical Railway Society: assisted with printing tickets for the Whitehorse Trolley Service
  - Yukon First Nations Tourism Association: contributed to the Aboriginal Tourism Culture Exposition 2005

Objective 4:

- The Department provided a weekly Calendar of Events sent by email to hundreds of tourism stakeholders.

VISITOR SERVICES CAMPAIGN

Goal: Increase visitor length of stay and expenditures in Yukon

Objectives:

1. increase visitor registrants in all six Yukon Visitor Information Centres by 4 per cent
2. provide Visitor Information Centre training opportunities to all other information centres in the Yukon
3. develop an outreach program that improves the quality and consistency of tourism information delivered through non-governmental organization (NGO)-operated tourism attractions, information and interpretive centres
4. conduct a review of the fulfillment, distribution and 1-800 call centre services delivered by Tourism Yukon and contractors
5. conduct two exchanges with Visitor Information Centres in British Columbia to cross-train and have visitor information staff learn more about other regions and profile our region
6. provide relevant opportunities for training, partnership and networking

Performance Report

Objective 1:

- Overall VIC attendance in 2005 was up 2.8 per cent to 235,752 compared to 229,362 in 2004.

Objectives 2 & 3:

- Three participants from the First Nations Art program, two Northern Lights personnel and one from the Town of Watson Lake participated in the Visitor Information Centre training session.
- In addition, the Department offered an outreach program to the Fish Ladder and Yukon Conservation Society front line staff. The program provided them with VIC information, training and access to VIC staff.

Objective 4:

- A review of the delivery of the fulfillment, distribution and 1-800 call centre was conducted and a draft report has been prepared.

Objective 5:

- Two exchanges were conducted. Watson Lake staff went to Dawson Creek and Prince George, and Whitehorse staff went to Prince George. Staff from these two B.C. centres worked in both Watson Lake and Whitehorse VICs and visited Carcross and Haines Junction VICs.

Objective 6:

- Seasonal and year-round staff were offered training opportunities in the off-season at Yukon College, Public Service Commission and St John's Ambulance. Courses taken included Advanced First Aid, Conflict Resolution, Supervisory Success Program, Basic and Advanced Computer Skills, and Time Management.

Strategic Priorities

These activities and tools are Strategic Priorities for Tourism Yukon as identified by the Yukon Tourism Marketing Partnership Senior Marketing Committee and/or the department's senior management.

Strategic Priorities:

1. Web sites
2. Brand Yukon
3. Media Relations
4. Photography
5. Air Access
6. Customer Relationship Management

WEB SITE

Goals:

- Deliver accurate and timely information to prospective visitors at any stage in their decision-making process that meets or exceeds their expectations, ultimately driving them to the next stage in the destination decision-making process
- Build the Yukon Brand by exposing on-line visitors to a virtual tour of what the Yukon has to offer as a travel destination
- Provide an industry-leading website environment that effectively connects online visitors to Yukon businesses

Objectives:

1. increase unique visits by 20 per cent in 2005
2. increase length of visit duration by 30 per cent in 2005 (an increase of approximately two minutes for a total of nine minutes)
3. consistently return www.touryukon.com as a Top 10 response in Google and potentially other search engines to keywords: Yukon, Tourism, Klondike, and logical variations
4. enhance the brand building (Experience Yukon, Top 5) and selling effectiveness (Yukon Scenic Drives, Back End Product Initiatives, interactivity) of the web site
5. test the navigation and effectiveness of the web site with consumers
6. conduct a semi-annual industry-led review of Tourism Yukon's web sites
7. become a top-ranked tourism site by December 2005

Performance Report

Objective 1:

- The number of unique visits to www.touryukon.com in 2005 increased 16 per cent, from 205,204 to 242,578.

Objective 2:

- The length of visitor session increased by 22 per cent in 2005. The average session length of stay increased from 8 min 26 sec to 10 min 17 sec.

Objective 3:

- The Department conducted a review and audit of search engine response and ranking. The Yukon and other logical variations (Travel Yukon, Klondike) are consistently returning touryukon.com as a top 10 response and on the first page of the major search engines Google, AOL, MSN, Lycos, and Yahoo.

- A third-party web evaluation company provided additional reporting on touryukon.com's search engine optimization. These reports confirmed that the site is consistently scoring above 90 per cent on searches of these logical keywords. Of note, however, specific 'location' key words such as Dawson City and Whitehorse scored lower than anticipated. Steps are being taken to resolve these scores and ongoing maintenance and checks for keyword searches are being put in place.

Objective 4:

- To enhance the brand building, in the Top 5 Rivers program, Tourism Yukon partnered with operators offering guided tours along a selected river. AIRE, a high-end kayak manufacturer, donated a grand prize valued at over $1600 USD.
- For the Top 5 RV program, Tourism teamed up with the tourism jurisdiction in which each drive was located. This type of partnership ensured the content and imagery for each drive was complete. Partnering with Woody's RV World, the grand prize totaled over $1300 Cdn and included a RV solar panel and picnic table.

Objective 5:

- We did not conduct consumer research on the touryukon web site in 2005. However, we did review and enhance hosting environments, web reporting, increased linkages between the family of Yukon sites, initiation of an adventure-targeted web site, re-design of the planning site, web optimization strategies and an update on the Scenic Drives program. Monthly WebTrend reports allow for in-depth analysis regarding the web site performance. This data gives perspective on how users are finding and navigating through the site.

Objective 6:

- Semi-annual web site performance review. In September 2005, the Yukon Web Plan 2005/2006 outlined the progress of Scenic Drives, Top 5, Experience Yukon and seeding strategies to increase traffic to touryukon.com. It was used in guiding the strategic direction and next steps of the Yukon Web Strategy through to the end of the fiscal year.

Objective 7:

- In July 2005, the Top 5 Rivers web site was recognized by National Geographic Adventure. The coverage brought an unprecedented jump in web site activity for the month of August and increased the amount of visitors discovering the Yukon product in a relevant way.

BRAND YUKON

Goal: Clearly define and position Yukon Tourism Brand across all campaigns and initiatives

Objectives:

1. develop and deliver a Yukon Tourism Brand Strategy by December 2005
2. position the new Yukon Tourism Brand across all campaigns and initiatives beginning January 1, 2006

Performance Report

Objective 1:

- The Yukon Tourism Brand Strategy will be launched in April 2006.

Objective 2:

- Implementation of the new Yukon Tourism brand will commence across all marketing activities in April, 2006, and carry on throughout 2006.

MEDIA RELATIONS

Goal:

Increase the quality and quantity of unpaid editorial coverage for the Yukon in the travel trade and consumer print, electronic and broadcast media outlets that support and complement the marketing and communications objectives of Tourism Yukon.

Note: Media strategies are incorporated into all programs. This plan describes the overall objectives and tactics of the Media Program and some of the key activities that serve all marketing programs. Specific tactics are articulated in each marketing program.

Objectives:

1. generate media coverage of at least $6 million in equivalent advertising value — leveraged ROI of 40:1
2. attract 30–35 qualified media to Yukon from North America: approximately 25 in summer and ten in winter
3. attract 18–20 qualified media to Yukon from Overseas markets: approximately 13 in summer and seven in winter
4. increase the levering of Media Relations Program resources by 20 per cent through industry and private sector strategic partnerships
5. increase new media contacts by 20 per cent while maintaining and building upon existing relationships with travel media

Performance Report

Objective 1:

- The Department generated $5 million in equivalent advertising value (EAV) — $3 million in the US market and $2 million in Canada. The EAV total represents coverage from electronic and print media.

Objective 2:

- The Department hosted and/or coordinated a minimum of 35 visits/promotions by North American print and broadcast media including:
  - 12 Yukon visits/shoots by nine North American TV productions that will yield the production and airing of 13 unique Yukon episodes of shows that include: CBC's Country Canada, Wings Over Canada, Mantracker, Discovering Great Towns, Biker TV, Archer's Choice TV, CG Kids, Jim Benton's Outdoor Adventure, etc.
  - four radio promotions originating from southern Ontario, Dallas, Victoria and Alberta and included destination visits by the Dallas and Victoria stations
  - 27 individual journalists & photographers who are expected to generate at least 50 major feature articles in publications such as the *New York Times, San Francisco Chronicle, Washington Post, Canadian Geographic, Ottawa Life, Toronto Star, Bike Magazine, Billboard, Sierra*, etc.

Objective 3:

- The Department hosted and/or coordinated the following visits/promotions by Overseas print and broadcast media:
  - four Yukon visits/shoots by Overseas TV productions that will yield the production and airing of:
    - two documentaries in Japan
    - two half hour segments in Australia
    - an episode featuring the *Yukon on Holiday 2005/06* in the UK
    - live coverage of the Fulda Challenge throughout German-speaking Europe
  - Journalist visits included:
    - UK: BBC Holiday/Cosmos film crew; Dave Halsell UK journalist; and Ingrid Tarrant was awarded the Best Consumer Travel Writer Award for her article that appeared in the British national newspaper the *Mail on Sunday*
    - Germany: Ole Helmhausen, an independent travel writer with coverage in four German-based magazine and dailies; and the Fulda Challenge with coverage by European and Canadian media outlets including television and radio, national newspapers and global magazines reaching 40 million people
    - Switzerland: Martin Michel Maeder/Sky Tours — TCS newspaper journalist
    - China: GDTV "Survivor Challenge"

Objective 4:

- The North America media program leveraged an estimated $150,000 through investments by partners such as the Canadian Tourism Commission, Air North, Air Canada, NWT, City of Whitehorse, Wilderness Tourism Association and local industry properties and operators.

Objective 5:

- The Department made contact with a minimum of over 30 new media while participating in GoMedia Marketplace in Saskatoon and Canada Media Marketplace in New York.

PHOTOGRAPHY LIBRARY

Goal: Enhance access, use and quality of the images posted to the on-line photography library

Objectives:

1. review and select high-quality, up-to-date images to increase the number of images in the public photography library to 2000 images
2. review, select and convert images on the Intranet to high resolution and reduce the quantity to no more than 20,000 images
3. build a stock library of video B-Roll
4. enhance the accessibility to, and ease of, use of the library through the Internet and Intranet

Performance Report

Objectives 1, 2 & 3:

- Volume of photography added to public library including B-roll
  - Volume of photography added to Tourism Online Library — 800 photos
  - Volume of Photography added to YG Online Library — 3677
  - Volume of video added to B roll stock — 660 minutes raw footage
  - 90 minutes edited Beta Cam
  - 60 minutes edited DV Cam
  - 150 minutes DVD
- Complete the review and downsizing of the Intranet and Internet libraries
  - YG Intranet Library upgraded to full 300 dpi resolution service
  - YG Intranet Library edited from 48,000+ pieces to 33,600
  - Tourism Internet Library increased from 1200 pieces to 1900+

Objective 4:

- Number of registered library clients: 350
- Volume of photography provided to clients
  - Volume of photography provided to online clients — 4200

Other

- A draft Photography Policy is currently being shared with the Yukon photography industry and is scheduled for implementation in September 2006

AIR ACCESS

Goal: Maintain and enhance in-bound and out-bound air capacity to satisfy market demand

Objectives:

1. continue to work with Air North, Air Canada, First Air and Condor to maintain direct flights and frequency from key Gateway Cities
2. work with air carriers to explore expanded air service to Yukon by developing a program that demonstrates Yukon's potential for market growth
3. represent the interests of Yukon industry stakeholders in dialogue with air carriers
4. deliver cooperative marketing initiatives in partnership with air carriers including Air North, Air Canada, and Condor
5. develop and maintain trade and media fare programs with Air North and Air Canada

Performance Report

Objectives 1, 2 & 3:

- The Department continued to work with all air carriers to maintain and increase air access to the Yukon. Following are samples of new air access or enhanced connectivity:
  - Air North increased to seven days/week service to Vancouver
  - Increased cooperation between Air North and Air Canada to service the Japanese Aurora Market
  - Air Canada Germany indicated they are experiencing double-digit increases in tickets sold in Germany to the Yukon
  - Condor announced plans to extend their summer schedule to the Yukon for 2006 (from May 9 to October 3)
  - Condor statistics mark the second highest number of passengers in the last five years
  - In addition to Air Canada, UK tour wholesalers seem interested in the opportunities for British Airways and Air North connections

Objective 4:

Air North

- Our partnership with Air North continues to expand. The Department partnered with the Yukon's Airline in the Gateways Campaign in developing prize packages for the winners of more than three contests, in the Sea-to-Sky Adventure Race, and co-hosted a North/BCAA Travel Agent FAM.

Strategic Priorities

Air Canada

- Maintained a Trade and Media Fare Agreement that supported all our trade activities and the Media Relations Program worldwide.
- Partnered with Air Canada and wholesalers on a European advertising campaign.

Condor

- The Department maintains cooperative marketing efforts in partnership with travel trade in support of German-speaking Europe trade and media activities and Condor's decision to extend their flight season to October 3, 2006. Condor cooperative marketing initiative includes coverage in their advertising campaigns and magazine as a preferred destination and include Yukon destination in-flight videos on Condor flights.

Objective 5:

- The Department maintains trade and media fare programs with Air Canada and receives support from Air North to support Gateway Marketing activities.

Other

- Number of air arrivals: domestic and international

  Enplaning:
  2004: 88,924
  2005: 93,067
  increase of 4.7 per cent

  Deplaning:
  2004: 85,600
  2005: 93,463
  increase of 9.2 per cent

CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

CRM will play an increasingly important role in Tourism Yukon's marketing programs, investments and execution.

Goal:

Provide visitors with the right information at the right time in their decision-making cycle in order to lead those who are undecided to visit Yukon and those who are in-destination to stay longer

Objectives:

1. test the effectiveness of a discriminant analysis approach to fulfillment through comparison of conversion rates
2. complete the programming and integration of the in-house Inquiry Database by May 2005

Performance Report

The CRM program focused on building and maintaining the Customer Relationship database in 2005-2006. No CRM activities were undertaken.

For more information about the
Yukon Tourism Marketing Plan contact

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Copies of the Tourism Marketing Plan and
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Or the plans can be viewed and downloaded from
www.touryukon.org

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